CONTRACT APPROVAL REQUEST

Promotion:	**L.A. COUNTY FAIR** **Marlboro Music Concert Sponsorship**
Vendor:	L.A. County Fair and Exposition Complex
Financial Impact:	1995 - No direct sponsorship dollars will be paid to L.A. County Fair and Exposition Complex 1994 - No direct sponsorship dollars will be paid to L.A. County Fair and Exposition Complex
Project Manager:	Jose Fontanez

Contract/Program Description:

The attached contract by Philip Morris USA covers the arrangement for a presentation of Marlboro Music concerts on September 9 and 10, 1995 at the L.A. County Fair & Exposition Complex. The county fair dates are September 8-October 1, 1995. This county fair involves entertainment, promotional tent, kiosks and tobacco sales. Over 3,000,000 people are expected to attend.

In consideration for Philip Morris providing talent for the concerts, Philip Morris is entitled to the following:

- The exclusive right to conduct tobacco store sales, branded incentive distribution and name generation among smokers 21 years of age and older from two promotional kiosks and one 10' x 22' promotional tent;
- The right to hang banners and signage on and around the tent and kiosks and in the area immediately surrounding the Marlboro Music Stage;
- The right to receive 150 complimentary concert/fair admission tickets for September 9th and 10th and 150 parking passes; and,
- The rights to recognition in advertising placed in connection with the Marlboro Music concert and the rights to approve in advance all materials and announcements prepared by Promoter.

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Source: https://www.industrydocuments.ucsf.edu/docs/mqfm0004

Financial Elements:

This agreement covers Marlboro's arrangement with L.A. County Fair and Exposition Complex and the brand's presence at the event and Marlboro Music concert dates. No direct sponsorship dollars will be paid to the county fair.

Vendor Selection:

The L.A. County Fair is the most popular attended event in Pomona, California. The L.A. County Fair allows tobacco sales, name generation, and signage opportunities. Section 54 strongly recommends our participation at this event and the Marlboro brand group sanctioned our on-site participation and concert date, which will help further brand objectives throughout Region 5.

Budget Implications:

No direct sponsorship dollars will be paid to the county fair.

Approvals:

J. Fontanez _____ _____

S. Sampson _____ _____

I. Broeman For your signature

Risk Management
A. Rozanski _____ _____

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Source: https://www.industrydocuments.ucsf.edu/docs/mqfm0004